

# Building a Culture of Health: Challenges in Developing Measures That Lead to Action

*Minnesota Healthy Communities Conference*

*November 4, 2014*



Robert Wood Johnson Foundation



# Overview

- How measures can drive a national movement to improve health
- Share RWJF vision and collaborative action framework
- Establishing a research and evidence base
- Share some candidate measures
- Looking ahead for partnership opportunities



# What is the new RWJF strategy and how this might resonate with your work?

***RWJF's vision seeks to build a national movement to create a Culture of Health that enables all members of our diverse society to lead healthier lives, now and for generations to come.***

- Multiple sectors work together to make health and well-being a national priority
- Individuals are interested in making healthy choices **IF**
- National focus shifts to greater equity in social, environmental and economic determinants of health



# RWJF's Strategic Approach

## Operationalize the Culture of Health (CoH) Vision:

- Develop national framework to describe core components;
- Describe how this action framework will be applied and measured; and
- Augment with local measures and strategic communications to catalyze a national movement.
- Use measures to align Foundation grant making
- 20 year strategy

# What is a Culture of Health? Moving from Vision to Measures.

**A Culture of Health exists when expectations about the high value of health are shared across sectors, and when individuals and organizations have the capacity to:**

- Promote individual and community well-being (as defined by *physical, social, and mental health*);
- Create physical, economic and social environments that prioritize health; and
- Support access to opportunities for healthy living and high-quality health care for everyone.



# Ten Principles of a Culture of Health



## Building a Culture of Health

2014 President's Message  
Risa Lavizzo-Mourey, MD, MBA, President & Chief Executive Officer



- Opportunity to be healthy and stay healthy is valued
- Individuals and families have opportunities for health and well-being
- **Population health guides decision making**
- **All sectors are working together**
- **We're all in this together**
- Health care is efficient and equitable
- Optimal health and well-being
- No one is excluded
- Everyone has access to affordable, high-quality health care
- Economy is less burdened





## County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



*Helping raise the standard  
for public health.*



Overcoming Obstacles to Health  
in 2013 and Beyond

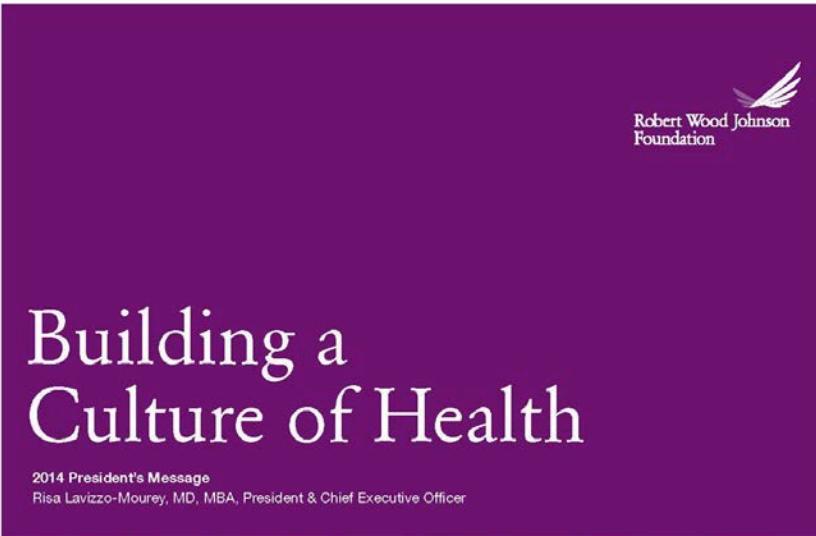
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## COMMUNITY COMMONS

Building on some existing data and  
sources

# Our Research and Evidence Process



- Research partnership with RAND and other organizations
- Developing evidence base through focus groups and 13 community assessments across the nation
- Extensive outreach with stakeholders at multiple levels





# Requires Measures Not Usually Considered Health Measures

- Drivers, determinants, and root causes
- Multiple levels
- Modifiable
- Entire lifespan
- Nontraditional, innovative perspectives
- Evolve over time
- Different from Healthy People 2020





# Measures to Drive a Change Process

## How?

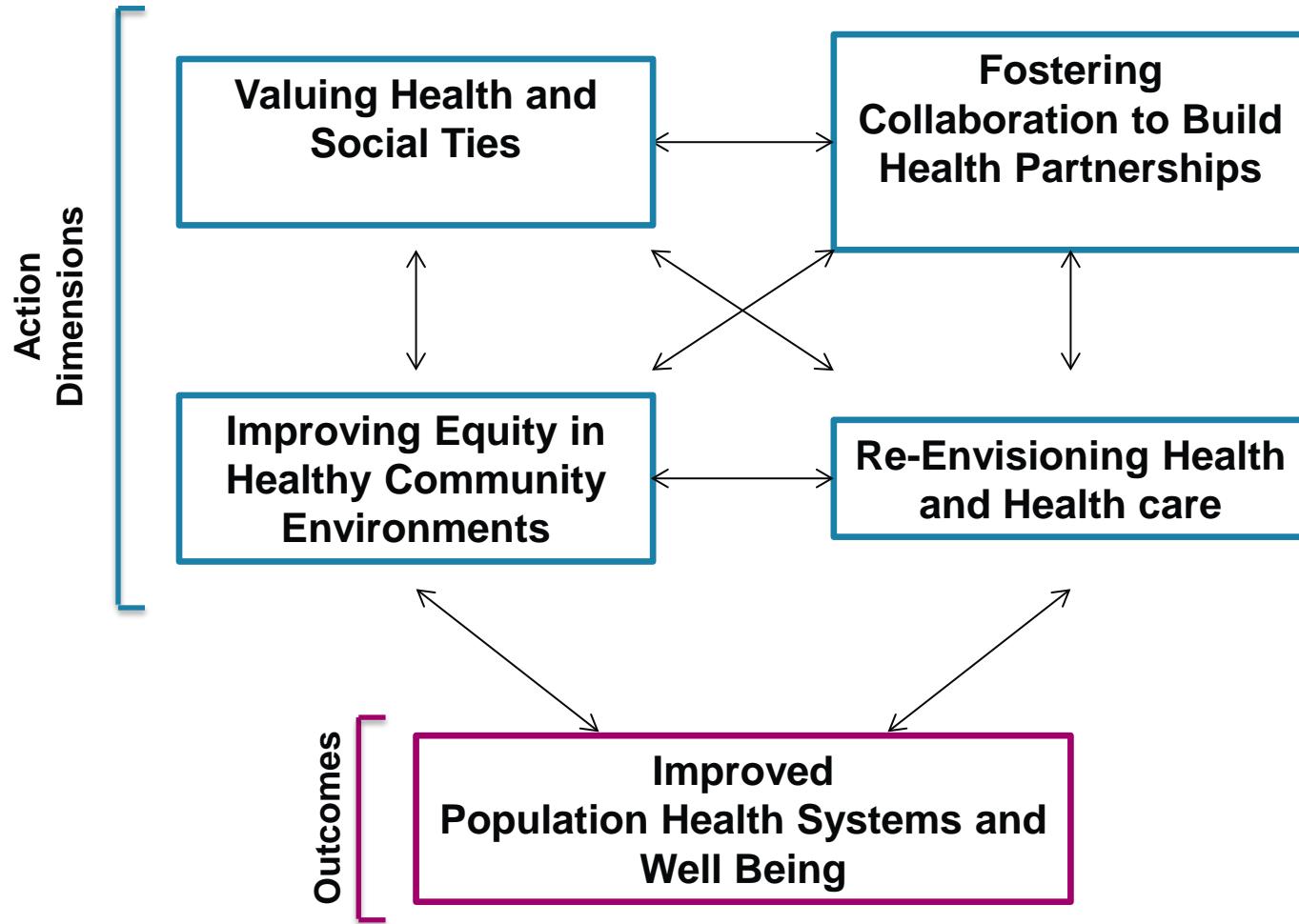
- Catalyze dialogue through extensive communication platforms
- Recognize and spread innovations that will improve outcomes
- Deep community engagement

## Goals:

- Change default language of health as illness care
- Increase understanding of social determinates
- Mobilize action at multiple levels
- Change how decisions are made
- Broaden accountability



# Action Model



# **Valuing Health & Social Ties: Subdimensions and Sample Measures**

## **Attitudes and expectations:**

- Percent of population searching for preventive information in web-based searches
- American health values segmentation analysis regarding personal health behaviors or priorities
- Percent of population who believe their health is interdependent with others in their community

## **Sense of community:**

- Percent of population who can rely on neighbors, or report adequate social support

## **Civic engagement:**

- Percent of population voting in general election



# Fostering Collaboration to Build Health Partnerships: *Subdimensions and Sample Measures*

## Enumeration of high quality partnerships

- Percent of local health departments that collaborate with community organizations in at least four areas
- Percent of local health departments that have implemented community health improvement plans through community partnerships
- Percent of hospitals collaborating with community partners on action to achieve a Culture of Health



# **Improving Equity in Healthy Community Environments:**

## ***Subdimensions and Sample Measures***

### **Physical environment:**

- Percent of households living in ‘unhealthy housing’
- Ratio of food retailers with less healthy options to those with healthier options

### **Social and economic conditions:**

- Proportion of three-five year olds with access to preschool or certified preschool programs
- Prevalence of full-day kindergarten by state
- Percentage of children whose parents lack secure employment

### **Policy, government, and governance:**

- Prevalence of clean indoor air laws



# **Re-Envisioning Health and Health Care: *Subdimensions and Sample Measures***

## **Access:**

- Percent of population with stable health insurance
- Percent of population served by an accredited public health department
- Percent of unmet mental health need among those diagnosed

## **Consumer experience:**

- CAHPS summary measure

## **Balance and integration:**

- Proportion of health care systems completing community action plan



# Improved Population Health Systems & Well-Being

## *Subdimensions and Sample Measures*

### **Wellbeing:**

- Percent of population rating health as good or excellent
- Average score on livability index among seniors
- Percentage of violent crimes

### **Chronic disease and adverse life experiences:**

- Rate of disability-adjusted life years

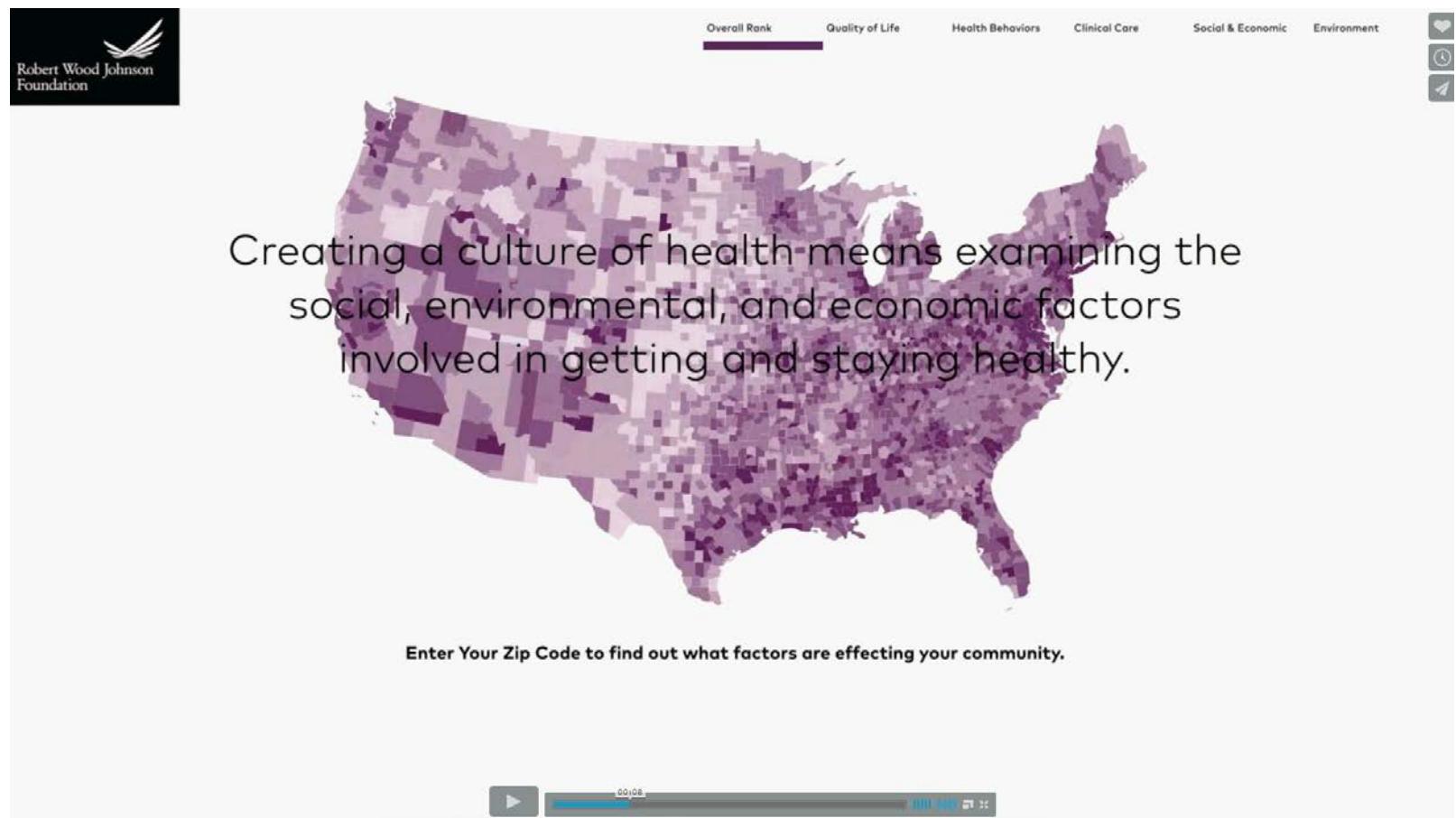
### **Health costs:**

- Percentage of social service vs. health care spending
- Average health care expenditure per family/household



# Culture of Health Website

*Engaging users through data, stories, and resources for action*



Source: A Hundred Years





# Sentinel Communities

- **Purpose:**
  - Deep-dive on culture change
- **Selection:**
  - 20 – 25 communities
  - Maximize variation on variety of factors
- **Activities:**
  - Local data collection and policy reviews
  - Surveys

# Looking Ahead for Partnership Opportunities

- Continuing research, stakeholder development, and metrics development
- High interest in linking community development and COH ( Our continuing work with the Federal Reserve a great example)
- Building the Website including links to local data, stories, action strategies and toolkits
- New RWJF programs to support these COH
- Timeline: Spring 2015: Culture of Health.org website and measures launch



# Questions?